

ACTIA Seeks Local Business

Small Local Business Enterprise Program, page 2

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Changes in 2007?, page 12

VOLUME 7,
NUMBER 12

Live Your Life In Balance

March
2007



by **Dominic Dutra**
*President and CEO
Dutra Cerro Garden*

Finding an appropriate balance between one's career and family is a very real challenge in our frenetic, fast-

Finding Balance In Life

Is it truly possible to "have it all"?

paced society. This was made only too real for me by my recent decision to leave the Fremont City Council in favor of spending more time with my family.

For most of us, the first sign of the challenge of finding "balance" comes when we realize that being a modern day Renaissance man, or woman, may not be so easy. We strive to be the picture of physical health, reach the heights of our professional careers, and have relationships that are rivaled only by Ozzy and Harriet. In our effort to "have it all", we struggle with the realization that we may not be "doing it

all" very well. Something has to give. It is at this pivotal juncture in life that one must define for themselves what "having it all" really means, and then make appropriate adjustments in life. How one answers this question has profound consequences not only for their life, but for those they love.

In 1418 Thomas Kempis said that "Wise and blessed is he who, during life, strives to be what he would like to be when death finds him." Steven Covey calls this, "living with the end in mind". Ultimately, I decided that I wanted to be known as a good husband and father first, and had faith that by

arranging my life priorities accordingly, everything else would take care of itself. So I decided to leave the City Council. Was it an easy decision to leave? No. Balancing career and family priorities is never "easy". You are constantly struggling to determine the "right" thing to do. In making my decision, it crossed my mind more than once that many people in public service sacrifice their time with their family to selflessly serve others. Why should I be so selfish to think that my family is more important than theirs?

—**Finding Balance**
page 3

Time Savings Tips

Spend those extra minutes on you and your family, not in the kitchen



by **Becky Carleton**
Super Suppers

It's six o'clock and you've just walked in the door. The first question from your family: "What's for dinner?" Actually, you've been asking yourself the same question since leaving work and driving home. Should you stop at the store? Can you throw something together out of the fridge? You get home and stand and stare into the refrigerator

and the pantry....come up with several ideas, but there's also an ingredient missing.

Sound familiar? In today's busy times it is becoming increasingly difficult to have quality family time around the dinner table. Between work, sports, dance classes, church activities and school functions, it's difficult to avoid the drive thru's, frozen pizzas and Mac & Cheese stand-bys and the guilt associated with serving them.

You can create more quality time for you and you family by following these time management ideas for healthy family meals:

- Plan your meals - knowing what's for dinner is half the battle. Pre-prepare them.

—**Time Saving**
page 10

Fremont Chamber adds value to membership through partnership with U.S. Chamber of Commerce

The Fremont Chamber of Commerce has partnered with the U.S. Chamber of Commerce to provide our small business members with even more valuable programs and services. Through the U.S. Chamber's Federation Partnership, small business members in good standing with Fremont Chamber of Commerce now receive benefits of U.S. Chamber membership - at no additional cost.

The program offers Fremont Chamber small business members value-added benefits, including access to members-only sections of the U.S. Chamber's online Small Business Center; discounts on products and ser-

vices; uschamber.com Weekly e-newsletter; the Chamber's monthly flagship publication, uschamber.com; and other communications that alert small businesses to pressing legislation or policy initiatives.

By joining the Federation Partnership, the Fremont Chamber is helping to build the nation's largest grassroots advocacy network. The Fremont Chamber will continue to focus on local issues and programs. The U.S. Chamber will alert and mobilize our members on pressing national issues

—**Partnership Helps Small Business**
page 4

Guns 'N' Hoses: Police vs. Firefighters for Special Olympics

The Fremont Police Department and the Fremont Fire Department will strap on their sneakers to play basketball against each other at a special event called Guns 'N' Hoses, a fundraiser benefiting Special Olympics Tri-City.

Organized by the Leadership Fremont Class of 2007, Guns 'N' Hoses will take place on Saturday, April 14, 6 p.m., at Washington High School in Fremont. Come out and enjoy the friendly competition between the Fremont Police and Fire Departments.

Proceeds from this event go directly toward supporting more than 300 Special Olympians in the Tri-City area. Special Olympics programs give these athletes chances to

—**Guns 'N' Hoses**
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Our Mission is to promote, support and enhance a positive business environment.

Fremont Chamber of Commerce
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2006 – 2007

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15 Years of Excellence

The United States Chamber of Commerce has acknowledged the excellence of the Fremont Chamber of Commerce by granting the designation of "Accredited Chamber" Only 12 percent of all Chambers nationwide have received this honor.

FIFTEEN YEARS



ACCREDITED
CHAMBER OF COMMERCE
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OF THE UNITED STATES

Transportation Agency Seeks Local Business Involvement

Whether you bike to your job every day or the traffic report is nearly an addiction, transportation is at the heart of the work day. The Alameda County Transportation Improvement Authority (ACTIA) is an agency devoted to making the transitions from place to place in your day as easy as possible. ACTIA is funding large endeavors such as extending BART and widening the I-238 corridor, as well as day-to-day projects such as fixing the broken sidewalk in front of your office.

In 2000, over 80 percent of Alameda County voters approved a half-cent sales tax for transportation improvement, which will be implemented over the next twenty years. ACTIA funds projects, programs and contracts which come to over \$100 million annually. As the taxpayers of Alameda County are funding these efforts, ACTIA works to make

sure that the money goes back into local businesses. This commitment is formalized in the Local Business Enterprise (LBE) and Small Local Business Enterprise (SLBE) program.

Currently, ACTIA is strengthening the SLBE program in order to increase small, local business participation. Through this revision process, ACTIA hopes to continue to embrace the incredible diversity of Alameda County and cut through red tape in order to bring more local dollars back to local businesses.

ACTIA is actively seeking input and feedback on its LBE and SLBE program. In order for their LBE and SLBE plans to succeed, collaboration between the small business community and ACTIA is essential. Small business input is especially important right now, as ACTIA wants to ensure that

small businesses are engaged in the many upcoming transportation opportunities.

ACTIA's funding over the following years will provide a full spectrum of transportation, from improving access for seniors and people with disabilities, providing bus rides, to relieving bottlenecks on local roads and freeways, and improving the safety of walking and biking. Transportation projects require a large variety of businesses, including construction and design firms, law firms, accounting firms, and public relations firms. What is your business about? How can your business fit into a transportation improvement project?

Feel free to visit www.actia2022.com for more information about the LBE/SLBE program. There you can give input about the revision process and find out how to become certified as an LBE/SLBE. You will also find details on upcoming projects and RFPs. You can also contact ACTIA at 510-893-3347 for more information.

ACTIA is calling for both your input and your expertise to keep Alameda County moving. New contracts and opportunities for your involvement will keep coming over the next twenty years, so keep an eye out and get involved.

“Currently, ACTIA is strengthening the SLBE program in order to increase small, local business participation.”

STATE OF THE CITY F R E M O N T 2 0 0 7



Annual Meeting & Luncheon

Tuesday, April 10, 2007

11:30 a.m. - Registration

12:00 p.m. - 2:00 p.m. - Main Program

Fremont Marriott Hotel

46100 Landing Parkway

With the Honorable Mayor Bob Wasserman

Fremont Chamber members, \$40

Non members, \$60

Sponsorship opportunities

Table Sponsorship: \$700:

Includes table for ten, recognition as a table sponsor at the event and other sources (website, e-newsletter, etc.)

Event Sponsorship: \$1,200:

Includes table for ten, recognition as an event sponsor at the event and other sources (website, e-newsletter, etc.), space for company banner at the event

For more information on sponsorship opportunities, contact Cindy Bonior at (510) 795-2244, ext. 106.

Finding Balance—

from page 1

I would also be lying if I said that I didn't believe that I could bring something to my service on the City Council that others could not. But you are quickly brought back to reality when you realize that you are not as important as you thought you were and that the City will do just fine without you. More profoundly, you recognize that while you can be replaced on the City Council, the one place in life where you are truly irreplaceable is in your role as a husband and a father.

Molly Carnes, MD, in her article entitled *Balancing Family and Career: Advice from the*

Trenches, is right on target when she states that; "You must establish priorities in your life...I have never heard one of my terminally ill patients say they wished they had attended that meeting, served on that committee, or made that grant deadline. I have, however, heard many of them express regrets about the amount of time they spent with their children and family. After all, very few of us will be remembered for our professional accomplishments. It is far more likely that we will be remembered as someone's daughter, son, mother, spouse, or brother."

Now...does this mean that I've for-

saken my personal, professional or public service goals? Absolutely not! I still get up at 4:45am to work out, pray and study the Bible. My development business is flourishing and I'm sure that I'll find some capacity to serve others. I've simply realized that "There is an appointed time for everything...and a time for everything under the sun". Right now, my focus and priority is meeting the needs of my wife and children. And the funny thing is, I've found that in doing so, I myself have found true fulfillment. In finding this balance, I think I may have stumbled upon the true definition of "having it all".

Dominic Dutra served on the Fremont City Council from 2002-2006 and currently is the President and CEO of Dutra Cerro Garden, a commercial real estate and development company based in the East Bay. For more information, you may contact Dominic at ddutra@dcgdev.com

"Balancing career and family priorities is never 'easy'. You are constantly struggling to determine the 'right' thing to do."

Save the Date

Fremont Chamber of Commerce Annual Gala

Friday May 4, 2007

6:00 p.m. Cocktail Reception

7:00 p.m. Dinner and Dancing

Fremont Marriott Hotel
46100 Landing Parkway
Fremont, CA 94538

sponsorship opportunities available

call Cindy Bonior at 510-795-2244, ext. 106

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Calendar of Events March

12 Communications Team Meeting
1:30 p.m., Chamber Conference Room

FCCTV's March Show
"Customer Surveys: Learn How Your Customer Truly Feels"
7:30 p.m. on Channel 26

13 City Council Meeting
7 p.m., City Council Chamber

14 Finance Committee Meeting
7:30 a.m., Chamber Office

Kitchen Tune-Up Mixer
5-7 p.m., 45260 Industrial Dr., Fremont
Phone (510) 683-9984
Kitchen Tune up is all about making over your kitchen the way you want it to be. They design and build kitchens to fit your taste and preferences. Every project is unique and yours will be too.

19 Leadership Fremont, Class of 2007
8:30 a.m., NUMMI

20 Fremont City Work Session
4 p.m., City Council Chambers

Festival of the Arts Committee Meeting
6 p.m., Chamber Office

21 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

27 Leadership Steering Committee Meeting
8 a.m., Chamber Conference Room

City Council Meeting
7 p.m., City Council Chamber

28 Dave & Buster's Mixer
5-7 p.m., 940 Great Mall Dr., Milpitas
Phone (408) 957-9215
Dave & Buster's has over 65,000 square feet to eat, drink, and play. They have over 230 state of the art video and arcade games as well as hand crafted pocket billiards and shuffleboard tables. There are 2 full bars and a grand dining room where you can enjoy a fabulous meal and decadent dessert.

29 Seminar "Business Law"
9 a.m., City Council Chambers

30 Board of Directors Annual Retreat
8 a.m., Location TBA

April

4 Ambassador's Meeting
8 a.m., Chamber Conference Room

5 Dollars for Scholars Board Meeting
8 a.m., Chamber Office

9 Communications Team Meeting
1:30 p.m., Chamber Conference Room

10 State of the City Address
Noon, Fremont Marriott Hotel
For more information visit www.fremontbusiness.com

11 Finance Committee Meeting
7:30 a.m., Chamber Office

13 Chamber Board of Directors Meeting
7:30 a.m., Chamber Conference Room

Anniversaries

30+

Babs & Don Amsbaugh
Bank of the West
Cargill Salt
Chrisp Co.
Four Winds Growers
Fremont Engineers, Inc.
Fremont Flowers and Gifts
Fremont Law
H&R Block Small Business Resources
Kimber Associates
Niles Electric Company, Inc.
Pacific Gas & Electric
RINA Accountancy Corp.
Washington Mutual Bank
Wells Fargo Bank - Main

20+

B.L.V. Insurance Services
Century 21 Mission-Bishop Real Estate
Courtyard by Marriott
David M. Britton, CPA
Fremont Unified School District
Gonsalves & Kozachenko
Hylton's Welding Service, Inc.
Kaiser Permanente
Kidango
Mann & Associates
Pinson, Loye, DC
Tonix Corp.

10+

ACTIA
Allegro Music
Ardenbrook, Inc.
Atria Fremont
Bay Business Centers
Bunton, Clifford & Associates, Inc.
Cal Self Storage
California Glass, a Saxco Co.
Catellus Development Corp.
Club Sport of Fremont
Coldwell Banker - Madeline Holmes
Commercial Real Estate Services Co.
Costco Wholesale
Covan Alarm Company, Inc.
Creekside Village Apartments
Earth Systems Consultants
JVA Business Services
Keith Weber Company
Keller-Williams Realty - Rick Geha
League of Volunteers (LOV)
M.L. Nielsen Construction, Inc.
Mission Adobe Garden Center, Inc.
Mission Coffee Roasting Company
Mission San Jose Realty & Development
Neufeld Grinding, Inc.
Self-Esteem Center
Shivamb Enterprise
Signs Now
Socket Communications, Inc.
Storefront Door Service
Sweet Tomatoes
The Shed Shop
Thomas M. Blalock
Tri-City Health Center
Virdee's Foreign Automotive
Washington Hospital Healthcare System
Yoshida, Colin T., DDS

5+

American Animal Hospital
American Tax Professionals, Inc.
Applebee's Neighborhood Grill & Bar, Fremont
Bay Alarm
Brookvale Chateau Apts. (Vasona Management)
California Overnight
Cattlemens Restaurant
City of Fremont
Coldwell Banker-Neeru Rahan
Countrywood Apartments
DeVry University
Falun Dafa
FedEx Kinko's
Fremont Fire Fighters, Local 1689
Furry Friends Rescue
Gagandeep Enterprises, Inc.
Greater Bay Bank
Heald College
John A. Romano, M.D., Cosmetic & Reconstructive Surgery
KRTY Radio
Law Offices of Robert A. Wiecekowsky - A Professional Corp.
LIFE ElderCare
Maselli Bail Bonds, Inc.
MasterKey Real Estate-Mission
Minuteman Press
Mission Peak Business Products
Moreau Catholic High School
New Dimensions
Penny Saver
Prudential California Realty - John Juarez
PSI-Protection Service Industries
Realty Experts - Marsha Cabral
Robert P. DeMarta
Sheppard Mullin Richter & Hampton, LLP
Sisters of the Holy Family
State Compensation Insurance Fund

2+

A.C.A. Security Systems Inc.
ADP-Automatic Data Processing
Alameda County Dept. of Child Support Services
Alma Via of Union City
AmeriSuites-Silicon Valley-Fremont
ASAP Automotive, Inc.
Bank of America Mortgage
Bassett Furniture Direct
Bay City Windows
Budget Blinds of Fremont
Building Math Confidence
California Army National Guard
Cheer with a Twist, LLC
Clear Streams A/V
Color Me Mine of Fremont
Comfort Keepers
Crown Plaza Hotel
Cypress Video Surveillance Systems
Deccan Spa
Dutra Enterprises, Inc.
East Bay Innovations
ePing.com
Floors To Your Door

Foot Solutions
Fremont Automall
Fremont Football League
Furbee Creative
Global Quest Financial
Greenbriar Homes Communities
Happy House Interiors/Abbey Carpet of Fremont
Homemade Gourmet
IBG-Independent Business Group
Keller-Williams Realty - Beth Schirmer
Ken Johnson & Associates
La Pinata #5 Mexican Restaurant
Lowe's
Mark Loisel, DDS
Meriwest Credit Union
Mirchi Café
Money Mailer of Fremont/Newark
Mpower Communications
MRL - John Lee
Nelson Staffing Solutions
NeoVision Eye Center
Nicole Bacon Designs
Norris Consulting Services
North Bay Builders
Nouvelle Bistro
Ohlone College Foundation
One Child
Organic Cleaning Services
Pages thru Time Scrapbook Store
Palo Alto Medical Foundation
Pat Mayfield Consulting LLC
Perfectly Maid
Pinstripes-European Menswear
Placer Title
Platinum Group Funding Inc. - Michael Lat

Q & E Products
Ray Chui Insurance Agency
Re/Max Executive - Gordon Goletto
RE/MAX Executive Realty - Jon Roberts
Rotary Club of Warm Springs
Rubio's Fresh Mexican Grill
Santa Clara Development - Robson Homes
Scholz & Hasson
Sedona Benefits
Sign A Rama
Silver & Black Telecom
Simply Done
Smart Business Services Inc.
Special Events
Sprint Nextel Retail
Staples Inc.
State Farm Insurance-James Foster
State Farm Insurance-Tina Vu
Stone Baxter Company
Taco Del Mar
Technology Credit Union
Tek Team Xtreme
Tri-Cities One Stop Career Center, Fremont
Turner Risk Consulting, Inc.
University of Phoenix
University of San Francisco - San Ramon
Village Profile.Com
Visual Image
Wholesale Autos R Us

1 Year

A Perfect Day Spa
A+ Art & Frame
Advanced Research

Carsmith Motors
Cartridge World - Central Fremont
Coldwell Banker - Kimberly Moore
Cookie Lee - Janet Shue
David Faust Video Productions
DCI
Esquire Dental
Everex Communications Inc.
Fabulous Faces
Farmers Insurance District Office
Fletcher Jones Motorcars of Fremont
Fremont Motorcars
Genworth Financial
Growing Stars Inc.
Huntington Learning Center
Intero/BWR Real Estate Services
Jim Evans - Copywriter
Konica Minolta
Low Fare Travels
Martin's Security Depot Inc.
NB Network Solutions
Nichols Research, Inc.
Northern California Cancer Center
Palms Party Planner
Prudential California Realty - Raesa Tasheed
Pulaski Tickets & Tours
Re/Max Executive - Michele Taylor
Rev. Karen Haughey
Show and Sell Realty
State Farm Insurance - Kevin Nuss
Unisource Relocation
Verizon Wireless

Ask SCORE

The Fremont Chamber of Commerce and SCORE are working together to provide you with all types of assistance to make your business successful. One is through the advice offered by SCORE to both current businesses and startups regarding marketing, sales, finance, management, and human resource issues. SCORE can help you achieve the business success you are seeking by

avoiding the daily pitfalls you may encounter. SCORE counselors are now accepting your questions via email and will publish the answer to one question in each issue of the Fremont Business Review. Please send your question to SCORE@fremontbusiness.com. Please be sure to include your name, address and phone number. Anonymous emails will not be published.

Partnership Helps Small Business—

from page 1

ranging from taxes to technology to transportation. By representing this ever-growing coalition of small businesses, the U.S. Chamber is able to present a strong, unified voice for business in Washington, D.C.

"We're pleased to add the Federation Partnership to the series of benefits we offer our members," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "This partnership leverages the Fre-

mont Chamber's relationship with the U.S. Chamber to ensure the issues that matter most to our small business members stay at the forefront of the nation's business agenda."

Use your U.S. Chamber member number to access these benefits. If you have not received your U.S. Chamber member number, please contact KK Kaneshiro, director of member services at 510-795-2244 x103 or email kkaneshiro@fremontbusiness.com

Guns 'N' Hoses—

from page 1

strengthen their character, develop physical fitness and fulfill their human potential.

In addition to the exciting basketball game, Guns 'N' Hoses includes halftime entertainment, fabulous raffle prizes, a sports memorabilia silent auction and a variety of food and snacks. KTVU morning news anchor Mark Curtis will emcee the event.

Leadership Fremont is an annual program of the Fremont Chamber of Commerce. The 9-month training program is designed to identify, nurture and develop emerging leaders within our community. The program curriculum is comprised of three components: Community Issues, Personal Leadership Skill Set, and Teamwork Project.

If you are interested in becoming a business sponsor of Guns 'N' Hoses or would like to donate in-kind services or raffle prizes, please contact Namrata Jain at (510) 791-3414. For tickets or more info, please contact Dominique Woon at (510) 790-2023.

Member Benefit

SCORE

Running your own business can be difficult and it's not unusual for a small business owner to need advice and counseling from time to time. Small business owners benefit from numerous perspectives. And, the effective leader takes insights from many sources and distills the ideas, insights and advice into what's right for his or her business.

Service Corps of Retired Executives, otherwise known as SCORE, is the premiere small business counseling and advice organization in the United States. SCORE is a nonprofit, charitable organization composed of 11,500 volunteer business mentors both working and retired who counsel businesses from nearly 400 counseling offices throughout the country.

SCORE business counselors volunteer their time as confidential and impartial advisors that you can turn to for business mentoring. A SCORE business counselor can help you think through business challenges and opportunities. SCORE advisors can assemble a counseling team with experts from different disciplines to help you get advice on topics from finance and marketing to operations.

And, SCORE can sit down with "you the business owner" to talk about the advice you receive from several of your trusted sources, to help you make sense of how the advice applies to your unique business circumstances.

SCORE counselors listen to you and serve as a sounding board to give "you the business owner" a support system that helps you lead your company.

You can meet with SCORE once or on an ongoing basis. If you have a simple business question or just want an explanation of how a cash flow statement works, SCORE can provide you with answers. However, you can really get best value from SCORE if you set up a series of meetings to talk about a business problem or opportunity.

In addition, SCORE's web site (www.score.org) has a wealth of information and hotlinks to help entrepreneurs. SCORE also offers business counseling through the web site. The online service is called Email Counseling. You can visit the web site and go to Email Counseling. Then, just enter keywords about a business topic or problem and our online skills database will retrieve mini-resumes of our counselors. You pick the counselor that you think is a good match and email your question. It's as simple as that.

Interested in more information? SCORE counseling sessions are on an appointment basis. Counselors will meet with you here at the Fremont Chamber of Commerce office on Monday & Friday (510) 795-2244; with other East Bay locations and days scheduled by calling the SCORE Chapter office (510) 273-6611.

Connection Clubs

Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

Tuesday Noon
meets weekly at 11:45 a.m.
Fellini O's
3900 Newpark Mall Road, Ste. 101, Newark
Chair: Ron Machado, (510) 657-9946
Vice-Chair: Lirio Gonzalez, (510) 894-0764
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Dr. Joe Joly, 510-249-9037
Vice-Chair: TBD
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Hong Burt, (408) 425-2714
Vice-Chair: Kathy Cotton, (510) 490-7740
www.fremontwib.com

Wednesday Noon
meets weekly at 12 noon
Aegis Living of Fremont
3850 Walnut Ave., Fremont
Chair: Susannah Ahn, (510) 739-1515
Vice: Drew Thompson, (510) 657-8776
www.fremontreferrals.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd., Fremont
Chair: Renee White, (510) 440-1100
Vice-Chair: Brad Gelesic, (510) 612-3858
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Nouvelle Bistro
43543 Mission Blvd., Fremont
Chair: Melinda Yee, (510) 651-2448
Vice: Sheryl Marymont, (510) 661-0906
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Cafe, Fremont
37260 Fremont Blvd., Fremont
Chair: Brendon Whateley, (650) 472-1116
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

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Guns 'n' Hoses

Charity Basketball Game



VS



Saturday, April 14, 2007

6 p.m

Washington High School

38442 Fremont Blvd., Fremont

proceeds benefit



Special Olympics
Northern California

- for tickets or more info -

visit www.gunsnhosesbasketball.com or call 510-790-2023

gold sponsors



ABWA announces 2006-2007 officers

Pathfinder Chapter of the *American Business Women's Assoc.* (ABWA) recently announced its new officers. Serving the 2006-2007 term includes: Barbara Jenkins (Weekenders), President; Kim Evans (ERA Realtors), Vice President; Patti Mitchell (Farmers Insurance), Recording Secretary; Rebecca Lalwani (Saturn of Fremont), Treasurer; and Elise Balgley (Attorney, Bernard, Balgley & Bonocorsi), Corresponding Secretary. ABWA brings together businesswomen of diverse occupations and provides opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition. Meetings are held the third Wednesday of each month at the Elks Lodge. Call Barbara at 510-912-2981 for more information.

Congratulations to Bernie Dutra who was recognized with the "Confidence Through Education" award

Bernie Dutra was awarded the "Confidence Through Education" Award by Maybelline cosmetics and People magazine and was awarded a \$10,000 grant on November 6, 2006 in New York City. The founder of the *One Child* program that gives new clothing and accessories to low-income children, Bernie Dutra, has provided more than 1,000 needy children with new clothing, shoes and backpacks. The award gala was held at the New York City Public Library, where supermodel Christy Turlington presented the award. To learn more about the *One Child* program, or if you would like to volunteer, call (510) 713-8643 or visit onechildca.org.

Alameda County Fair brings home four international awards

The *Alameda County Fair* recently received four awards from the International Association of Fairs and Expositions (IAFE) in the categories of Best Television Commercial, Best eNewsletter, Best Web Site, and Best Use of Fair's Theme in Competitive Exhibits. "It's always a great feeling to be recognized with such honors amongst your peers. It's even better to take home one more award than last year," quoted April Mitchell, sales & marketing manager. For more information about the 2007 Alameda County Fair, please visit www.AlamedaCountyFair.com or call (925) 426-7600.

Fremont Bank names Tom Rose Director of Branch Banking

Fremont Bank announced it has promoted financial services veteran Thomas Rose to the position of director of branch banking. Rose, who was previously a regional manager for Fremont Bank, will have responsibility for the operation of the bank's 24 branches and ATM network in the Greater Bay Area. Regional managers of Fremont Bank report to Rose, who in turn, reports to President and CEO Brad Anderson. With nearly 35 years of banking



Tom Rose, Director of Branch Banking, Fremont Bank

experience, including the past six years with Fremont Bank, Rose is an expert in branch banking operations. As Director of Branch Banking, Rose says his team will focus on community visibility and involvement. "Fremont Bank is deeply embedded in each community where it does business and each community is unique," Rose says. "Our intention is to continue to build our connections and knowledge about the places we serve and to put those assets to use for businesses and individuals in ways that fully accommodate their needs." For more information about Fremont Bank and its services, visit www.fremontbank.com.

Capitol Corridor celebrates 15 years of service

December marked the 15th year of service for the *Capitol Corridor*, an intercity passenger train service that provides a convenient choice for people traveling along the congested I-80, I-680 and I-880 freeways. With service to 8 counties including Placer, Sacramento, Yolo, Solano, Contra Costa, Alameda, San Francisco, and Santa Clara, the Capitol Corridor is the third busiest Amtrak-operated intercity route in the nation. There have been many important milestones throughout its 15 years of service. In 2006 alone, Capitol Corridor celebrated several important successes, including its largest service expansion ever, its 10th millionth train passenger, and the completion of \$60 million in track improvement projects between Oakland and San Jose. The CCJPA works closely with key partners in delivering the Capitol Corridor service: Union Pacific Railroad, which controls the movement of all trains on the railroad; Amtrak, which manages the day-to-day operations, logistics and maintenance of the trains; and the State of California, which provides the public funding for the service. Additionally, Capitol Corridor is supported by the communities along its 170-mile route, as well as the riders who continuously travel by train. Visit www.capitolcorridor.org for more information.

Northern California Cancer Center reports decline in breast cancer

Research scientists at the *Northern California Cancer Center* and *Kaiser Permanente's* Division of Research have found significant reductions in

both the use of hormone replacement therapies and the incidence of breast cancer in California in the years following the release of the Women's Health Initiative (WHI) trial results in 2002. Previous studies have shown that long-term use of hormone therapy is linked to increased risk of breast cancer. This new analysis, the first to use the most recent 2004 California Cancer Registry data, supports the theory that women who discontinue hormone therapy use may reduce their chances of being diagnosed with breast cancer. "Hormone therapy use dropped 68 percent between 2001 and 2003, and shortly thereafter we saw breast cancer rates drop by 10 to 11 percent. This drop was sustained in 2004, which tells us that this decline is not a one-year fluke," notes Dr. Christina A. Clarke, the Northern California Cancer Center scientist who led the study. For more information, visit the Northern California Cancer Center web site www.nccc.org.

Greenstein Rogoff Olsen & Co. recognized for sponsorship of Fremont Education Foundation

Greenstein Rogoff Olsen & Co. is pleased to announce its continued financial sponsorship of the Fremont Education Foundation. GROCO's sponsorship was recognized at the foundation's Fifth Annual "Excellence in Education" Gala, held on Friday, February 23rd, at the Fremont Marriott. The firm will officially make its \$15,000 donation at the Fremont Board of Education meeting to be held on Wednesday, March 14th. "We are very grateful to be in a position to once again make a generous donation to the Fremont Education Foundation," said Alan Olsen, Managing Partner at GROCO.

"Having seven children of my own, my wife and I are especially committed to the education of the children in our community." GROCO has been a major supporter of many local civic organizations since it was founded in 1964 and is especially proud to support programs that benefit Fremont's educational efforts. Beth Rasler, CPA at GROCO, currently serves as a board member as well as Treasurer for the Fremont Education Foundation.

Fremont Bank replaces courier fleet with environmentally friendly Prius hybrid cars

Couriers for *Fremont Bank* log between 2,500 and 3,000 miles each per month as they go about picking up and delivering documents between the bank and its customers using bank-owned vehicles. But since December, each of the bank's six couriers have been navigating the streets and freeways of the Bay Area in a more environmentally-friendly ride - the Prius Hybrid car - reducing costs to both the planet and the bank. *Fremont Bank*, which prides itself on

being the Bay Area's most progressive full-service community bank, has for years provided low-cost door-to-door courier service for its business customers, a benefit most banks do not provide for free. Now, as the bank's drivers make their daily rounds, they're doing it much more cleanly in cars that emit 80 percent less carbon dioxide than standard internal combustion vehicles. The move accelerates the bank's overall program of "clean business" practices by lowering the environmental impact on communities where it operates, notes Kevi Grier, director of Central Operations and Logistics Services for Fremont Bank.

Greenstein Rogoff Olsen & Co. promotes Beth Rasler to Manager

Greenstein Rogoff Olsen & Co. is proud to announce the promotion of Beth Rasler to Manager at the firm. Beth has been at GROCO for 8 years and has been a practicing accountant since 1987. Beth received her CPA credentials in 1991 and now performs tax and accounting work for a range of clients, including a number of high net worth individuals. Though a native Californian, Beth spent several years in New Zealand, living on a dairy farm and later working as an auditor for the New Zealand government. Beth is heavily involved in the GROCO's internal quality review process and has been instrumental in helping the firm achieve outstanding results in its Peer Reviews. Beth is a member of the California Society of Certified Public Accountants and serves on the Board of Directors of the Fremont Education Foundation.

Renee Brown earns Certified Identity Theft Risk Management Specialist (CITRMS) designation

Renee Brown, Fremont Chamber member, has successfully completed the Certified Identity Theft Risk Management Specialist curriculum

and now joins the ranks of select professionals nationwide who have earned the CITRMS certification. The CITRMS certification program is the nation's only training program specifically developed for professionals who are dedicated to educating and assisting clients, customers,



Renee Brown

businesses, and the general public in combating the epidemic of Identity Theft and related fraud. CITRMS-qualified professionals are employed by financial institutions, financial services firms, law enforcement and other government agencies. Many others are private practitioners including attorneys, CPAs, financial advisors, counselors, and consultants. The CITRMS course curriculum addresses such key areas as: the nature and forms of identity Theft and related fraud; consumer protection laws and related requirements; the public dossier and sources of information; Identity Theft risks and issues for businesses, including information security laws, related requirements and liabilities, and risk management; Identity Theft risk management services and anti-fraud resources; and more. To attain the certification, CITRMS candidates must successfully complete a rigorous final exam designed to thoroughly assess their comprehension of the course materials.



David Bonaccorsi (on left) with Alan Olsen

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Thank you to the **Kim Marshall** from the City of Fremont for referring: Prince of Peace Lutheran School

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Thank you to **Scarlet Girl** for referring: 3A Pet Sitting

Protect. Repair. Enhance.

In today's busy world, people juggle so many responsibilities they often forget to take time out to focus on themselves. Protecting, revitalizing and enhancing yourself on the outside can be just as important as what you do for the inside. Cosmetics services enjoy wide appeal, offering something for just about anyone, from skin care programs to body-altering surgery

Protect

Living in northern California means great year-round weather. Many Californians enjoy active outdoor lifestyles, therefore it is important

to understand some basics when it comes to taking care of your skin. Doing so can help decrease your risk of skin cancer and help prevent premature aging of the skin.

You should always wear sunscreen with an SPF of 30 or higher regardless of how much time you spend outside. Even if you stay indoors, dangerous UV rays can penetrate glass, damaging your skin while driving your car or sitting at your desk near a window. If you're outside for just the short time

it takes to walk from your car to the office, it is enough to cause wrinkles and damage over time.

There are two types of the sun's rays that we need to be concerned about: UVA and UVB. UVB rays have

Protecting, revitalizing and enhancing yourself on the outside can be just as important as what you do for the inside

an immediate effect on your skin, and are what cause the sunburn you see after spending too much time in the sun. UVA rays, however, do not have an immediate visible effect on the skin. They are absorbed by the skin over time, penetrate deeper into the skin and are leading causes of wrinkles, age spots and skin cancer. A sunscreen with SPF 15 blocks about 95 percent of the UVB rays that would otherwise be absorbed by your skin. But you still need to filter the UVA rays, so make

sure to look on the sunscreen label for zinc oxide, titanium dioxide or avobenzone.

Revitalize

There are many cosmetic procedures available to help minimize and repair the damaging effects of sun and aging on the skin. Botox treatments can reduce the appearance of wrinkles on the forehead and brow, or at the outer corners of the eyes. Chemical peels and microdermabrasion can improve the skin's texture and reveal smoother, more radiant skin. Some filler treatments, such as Restylane, can add volume to reduce wrinkles and lines, enhance cheeks, plump lips and lift and smooth scar depressions.

Many of these cosmetic procedures require little downtime, meaning you can return to work immediately, and some take about as much time as it takes to do your daily workout.

Enhance

Many laser and surgical procedures are also available to enhance your appearance, which can help boost self-esteem. Laser procedures can be used to reduce dark hair from the legs, arms,

underarms, bikini line, chin, and upper lip without damaging delicate pores and skin structure. Lasers can also treat broken blood vessels and brown spots, reduce the appearance of wrinkles, and minor scarring.

Each year, millions of women and men undergo cosmetic surgery to enhance their appearance. Surgical cosmetic procedures such as tummy tucks, face and breast lifts, liposuction and nose surgery can help tighten, firm and flatten those trouble areas that naturally sag over time and after bearing children.

Despite the popularity of cosmetic surgery, the procedures are not appropriate for everyone, and the decision to undergo a procedure should be weighed carefully. The most important thing to remember is that results vary from person to person and depend on many factors, including your age and overall health, your body's ability to heal, and your follow-up care.

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FCCTV: Fremont Chamber of Commerce Television

Customer Surveys: Learn how your customer truly feels

Fulfilling a customer's desire is key to the success of any business, but fulfilling that desire is impossible if you do not understand your customer or what he or she truly wants. A professional survey is critical to extract non-biased responses and give you information to help you achieve success. During March's FCCTV "Customer Surveys: Learn how your customer truly feels" KK Kaneshiro, director of member services and host of the Fre-

mont Chamber of Commerce television show (FCCTV) interviews guest Kathleen Laidlaw, principal, Augusta Group. Kathleen discusses the importance of developing a keen understanding of your customer's needs. She explains the role a professional survey firm has in the development and execution of a customer survey in order to elicit valuable information and how to interpret that information.

FCCTV

Times & Channels

FCCTV is shown in over 646,000 households! Would you like to be a guest? Call KK Kaneshiro at 510-795-2244, ext. 103. Fremont Chamber of Commerce Television (FCCTV) highlights Fremont Chamber of Commerce members

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Members: Are you linked to our online directory? Send us your URL and we will link you to the Fremont Chamber's online business directory. www.fremontbusiness.com's website averages 13,668 unique visits per month [deepMetrix stats -Nov 2006 - Feb 2007]

email:
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subject: new member URL

Monthly Visits to the Chamber Website

fremontbusiness.com

Nov '06: 14,022

Dec '06: 13,630

Jan '07: 14,566

Feb '07: 12,457

Number of distinct visits

13,668

Average # of visits per month (Nov 2006-Feb 2007)

[data provided by Deep Metrix LiveStats]



Liberty Tax Service Ribbon Cutting

On January 19, 2007, Liberty Tax Service, at 4020 Bay Street, held a ribbon cutting ceremony with the assistance of the Fremont Chamber of Commerce.



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Broker/Owner
Century 21 Banner Realty

Body language is a broad term for forms of communication using body movements or gestures instead of words, or in addition to, sounds. This includes the most subtle of movements that many people are not aware of, including winking and slight movement of the eyebrows. In addition body language can also incorporate the use of facial expressions.

In everyday speech, the term is most often applied to body language that is considered involuntary, even though the distinction between voluntary and involuntary body language is often controversial. For example, a smile may be produced either con-

sciously or unconsciously.

Voluntary body language refers to movement, gestures and poses intentionally made by a person (e.g., conscious smiling, hand movements and imitation). It can apply to many types of soundless communication.

Involuntary body language quite often takes the form of facial expression, and has therefore been suggested as a means to identify the emotions of a person with whom one is communicating.

The body language has deep roots in our evolution as intelligent species. Some animals that are surrounding us like dogs and apes are sensitive to body language. Studies suggested that some of these animals can detect the involuntary body language. Dogs feel the fear in humans from their body odors, eye contact and posture. Body language is a product of both genetic and environmental influences. Blind children will smile and laugh even though they have never seen a smile.

Scientists claim that a number of basic elements of body language are universal across cultures. Gestures, which vary between cultures (for example the gestures to indicate "yes" and "no"), must be learned or modified through learning, usually by unconscious adaptation to the cultural environment. Although they are generally not aware of it, many people send and receive non-verbal signals all the time. These signals can indicate what they are truly feeling.

A form of body language technique is used in today's business world and

is called mirroring, and is a form of body language to put people at ease. Mirroring the body language of someone else indicates that they are understood.

Body language is now widely used in the field of selling, where sales personnel are trained to observe and read the body language.

In our daily lives we encounter many forms of body language gestures, these are a few examples:

Stress: shaking of legs

Lying: Face turned away, no eye contact, or looking to the left (fabricating information). Wiping hands on pants to get rid of sweat or fidgeting with hands

Aggression: Clenched fists, squaring of shoulders, stiffening of posture, tensing of muscles

Anxiety: Massaging temples, different than normal breathing rates, hunched shoulders, nervous head movements

The next time you are with a customer be a good listener but don't forget to also be a good observer. The hidden body movement can tell you about the person more than their words, also your body language can influence the outcome of that deal, relationship, or transaction of your lifetime.

Sal Ciubancan is the Broker and Owner of Century 21 Banner Realty. Century 21 Banner Realty is a full-service agency offering a one-stop resource for all your real estate needs. For more information, contact Sal at (510) 279-7704 or email broker@century21banner.com.



Time Saving —

from page 1

ingredients on the weekend. If you have everything ready to throw together when you get home it will save time during the week. Most of the work when cooking dinner is prep and cleanup - if prep is already done, then cleanup will be less.

- Pre-shred cheese and put it in the fridge, or for only a few cents more, buy it pre-shredded.
- Cut up veggies for your recipes for the week and cut up extras for you and your children to grab a healthy snack throughout the week.
- Take advantage of the crock pot on the back of your shelves. It can be your new best friend. Throw a frozen roast in with BBQ sauce and come home to a delicious dinner.
- Collect your recipes and put them into a binder. No more thumbing through index cards and several cookbooks to find a favorite recipe. And the pages protect the paper when you're cooking.
- Make multiples of your favorite recipes. While you've got all the ingredients out - make one or two extra and

put in the freezer.

• Get your children involved with tasks appropriate for their ages. When they help, they take ownership and pride in the dinner and enjoy eating it. Older children can take a turn one night a week for being responsible for dinner.

Having the family around the dinner table with healthy food choices is not only good for their physical health. Family dining has proven to reduce truancy, improve grades, and reduce drug and alcohol abuse. So plan ahead, enjoy healthy family dinners, reduce your stress and guilt. The benefits will spread to every family member and you'll enjoy more time together.

Becky Carleton is the co-owner of Super Suppers in Fremont where they are a refreshing new answer to the age-old question, "What's For Dinner?" Super Suppers handles the shopping, chopping and mopping for you! No stress or kitchen mess, just more time for you and your family. Visit Super Suppers where you will prepare either 6 or 12 delicious, chef-designed entrées to take home and freeze. For more information, contact Becky at (510) 745-8270 or visit www.ss-fremontnorthca.com.

Festival of the Arts Update

Plans moving along for August festival

The Fremont Festival of the Arts take place on August 4-5, 2007, and although it is more than five months away, many plans are already in the works and a lot of progress has been made to make this a fun filled, family festival. Here's a run down of what's in the works and information on how you can be involved!

Business Alley

A perennial hit with Chamber members and festival goers alike, Business Alley will include at least 80 booths lining State Street and anchored by the new State Club stage area. This promotional opportunity is open exclusively to Fremont Chamber members. Business Alley registration is now open and applications were delivered to the post office on Wednesday, March 7th.

To enhance the Business Alley investment, we are offering a special advertising rate for Business Alley exhibitors in our monthly newsletter. In July, circulation will double and the newsletter will be distributed to 5,000 of your potential customers in the Tri-City area. You can boost your visibility, at the special advertising rate of \$75 for a 3.25" x 3.25" space. To be part of this opportunity, complete the form with your Business Alley application and your space will automatically be reserved. Artwork is due Friday, June 15, 2007 and a Chamber staff member will be able to assist you with your design needs. Advertising space is limited, so respond while there is still time.

Based upon last year's success, the expectation is that Business Alley will sell out quickly. We encourage you to send in your application immediately. Booth selection is based upon the date the completed application AND the payment are received in the Chamber office.

Contact Lana Hillary-Window at (510) 795-2244 x105 or email lhillary-window@fremontbusiness.com with questions. You may also download a Business Alley booth application at www.fremontfestival.net.

Festival Supply and Service Vendors

Each year, the festival consumes thousands of dollars in supplies and services. Of course, it is our policy to give first priority to our members for these purchases. We will be issuing Request for Proposals (RFP) for many items which includes shirts, glasses, tables, chairs, and tenting to name a few. RFP's will be posted on the Chamber's web site www.fremontbusiness.com no later than March 16th.

We May Need...

Each year brings us a different challenge and we may be looking for sup-

plies or services not used in previous years. Although things may change, we are currently looking for a recycler of cell phones, K Rails (or similar traffic safety apparatus), jugglers, experienced children's storytellers, puppeteers, costumed cartoon characters, and an iced coffee supplier. And if you have a product or service that you believe will add value to the festival, we want to know about it! Please email your lead or contact to Cindy Bonior at cbonior@fremontbusiness.com.

Sponsorship

With attendance topping 390,000 the Fremont Festival of the Arts is truly an exceptional value for your promotional and sponsorship dollars.

The Fremont Festival of the Arts provides unique marketing opportunities for corporate sponsors as it affords access to a highly educated and affluent audience from all over the northern California. In addition, sponsorship space at the festival is limited and only a select group of sponsors provide a commercial presence at the festival site. This assures high visibility within the festival grounds. Festival sponsors enjoy strong media support in print, television, radio and web site exposure, both before and during the festival. Together, these benefits make the most of each and every promotional dollar.

The Fremont Festival management staff specializes in helping sponsors achieve optimum results by developing specialized promotional packages designed to fit the needs and goals of each individual sponsor. They are focused and committed to making your sponsorship an exciting and rewarding promotional opportunity for your company.

If your company is interested in festival sponsorship, contact Cindy Bonior at (510) 795-2244, ext. 106 or email cbonior@fremontbusiness.com.

Wine Garden

Now in its seventh year, the Wine Garden has offered a shady and secluded retreat for those who wish to enhance their festival experience. With premium wines from local wineries poured by vintners and a delicious buffet lunch, the Wine Garden continues to grow in popularity.

Tickets for the Wine Garden will go on sale by April 1st and will be available at the Chamber office. It's a great way to enjoy the festival, to entertain your best customers, or to reward your employees for their hard work.

The Connoisseurs' Circle provides special recognition for companies and organizations that purchase a block of 10 tickets. Connoisseurs' Circle members receive the following additional benefits:

- Recognition for your company as a Connoisseurs' Circle member in the Wine Garden program distributed to every 2007 Wine Garden attendee
- Your company listed on the Wine Garden signage
- Your company name included in the thank you ad in the Fremont Business Review
- And, the opportunity to be included in all Connoisseur's Circle events and receive advance notice of ticket sales.

The Wine Garden is open from noon to 5 p.m. each day of the festival. Each ticket is good for admission on either Saturday or Sunday, you select the date. Wine Garden tickets include:

- A preferred parking space near the Wine Garden
- A 2007 Festival wine glass
- A 2007 Festival drink ticket that can be used outside the Wine Garden
- Gourmet buffet served by some of Fremont's leading restaurants
- Premium wines poured by wine experts and representatives from wineries.
- Entertainment presented for the exclusive pleasure of Wine Garden attendees.

Look for special offers exclusively for Chamber members on the Top of the Week report.

Volunteers

We are always looking for a few good men and women! If you are willing to lend a hand anytime Friday, August 3rd through Sunday, August 5th, please let us know. Please email KK Kaneshiro at kkkaneshiro@fremontbusiness.com.

KidZone

KidZone has been moved to Hastings St. and will include a performance stage this year and hope to present a more exciting and interactive experience for the family including storytelling, jugglers and puppet shows along with carnival rides.

There are currently open slots on the KidZone stage, so if your dance troupe, karate class or performing arts group is interested in appearing on the KidZone stage in a gratis performance, please send a detailed description of your organization and its intended performance to cbonior@fremontbusiness.com no later than May 1, 2007. The decision as to who will appear on the KidZone stage is at the sole discretion of the Festival of the Arts committee.

Entertainment

Exciting plans are underway for entertainment this year with added stages and changed formatting which are sure to engage everyone in your family. We'll continue to have the Main Stage located at On Paseo Padre Park-

way at Mowry Avenue. Negotiations are on for several acts, but we have confirmed Eric Martin, formerly from Mr. Big, best know for hits like "To Be With You" and "Superfantastic." The Chicago Tribute Authority will also take the Main Stage performing the widely popular hits of the band Chicago.

The State Club, formerly the State Street Stage, will be reminiscent of a nightclub complete with the sounds of rock, pop, county and some jazz. The Bell Brothers, a top Bay Area country band, and Dave Rocha, an accomplished jazz performer, will be among those performing in the State Club. Cold beer and snacks like pretzels and popcorn will complete the nightclub feel.

On Liberty Street where it ends at Beacon St. will be transformed into the Festival Coffeehouse with cold coffee beverages and pastries. The stage will feature artists to add to the coffeehouse ambience and give the area a comfortable, relaxing feel.

All three stage areas will have plenty of shade, tables and chairs, making each area the perfect spot to relax and enjoy lunch from one of the many festival food booths.

Artists

We continue to keep to our long held tradition of accepting only artisans whose works are both high-quality and hand-crafted. Festival artists are juried and managed through our partner, California Artists. If you are interested in selling your hand-crafted art at the festival, please contact California Artists at (650) 348-7699.

Food Booths

Food Booth applications were sent, via email, to participating non-profit groups on February 15th. The deadline for submission is Friday, March 30th. If a non-profit fails to submit the application by the deadline, the space will be made available to the next organization on the waiting list. For more information regarding food booths, contact Lana Hillary-Window at (510) 795-2244 x105 or email lhillary-window@fremontbusiness.com.

Would you like to contribute an article?
email Napoleon Batalao for editorial guidelines and the editorial calendar at nbatalao@fremontbusiness.com or call 510/795.2244 ext. 102

Of all the hats you have to wear as a small business owner, the accountant's visor should be the one you wear least.

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OFFER EXPIRES 9/30/06 AND IS ONLY AVAILABLE AT THE CITIBANK FINANCIAL CENTER LOCATED AT 43804 CHRISTY STREET IN FREMONT, CA. Business must meet all eligibility requirements in order to qualify. Offer applies to new CitBusiness Insured Money Market Accounts opened between 05/19/06 and 09/30/06. The entire balance in your account earns the same Annual Percentage Yield (APY), which is determined by the balance in your account. A balance under \$10,000 earns a 0.75% APY, a balance of \$10,000 - \$24,999 earns a 2.50% APY, a balance of \$25,000 - \$99,999 earns a 3.75% APY, a balance of \$100,000 - \$5,000,000 earns a 4.60% APY, a balance above \$5,000,000 earns a 3.75% APY. Rates are current as of 08/01/06 and are subject to change at any time. Opening deposit cannot be transferred from an existing Citibank account. There is no maximum deposit. The offer is not valid for public funds. A CitBusiness Checking Account is required to open a CitBusiness Insured Money Market Account with this promotional rate. Deposits are subject to Citibank's standard funds availability delays. Fees may apply to the checking account. © 2006 Citibank, Citibank (West), FSB. Member FDIC. A member of Citigroup. Citibank, Citibank with Arc Design, and CitBusiness are registered service marks of Citigroup Inc.

Chamber hosts State of the City 2007 on Tuesday, April 10

The Fremont Chamber of Commerce is pleased to present the State of the City 2007 on Tuesday, April 10 from noon to 2:00 p.m. at the Fremont Marriott Hotel. Mayor Bob Wasserman will provide a recap of the new developments within Fremont and discuss the important issues facing our city.

The State of the City event will also serve as the Chamber's annual meeting where we will install our officers and directors as well as offer a salute to Chamber volunteers for their work and dedication.

Registration for the event begins at 11:30 a.m. and lunch is included. Tick-

ets are \$40 for Chamber members and \$60 for non-members. Tickets are expected to sell quickly, so purchase them in advance by calling the Chamber office at (510) 795-2244 or visiting www.fremontbusiness.com.

Sponsorship opportunities are available at \$700 for table sponsorship and \$1,200 for event sponsorships. Sponsorship packages include various forms of recognition at the event and in advertising for the event.

For more details, contact Cindy Bonior at (510) 795-2244 x107 or cbonior@fremontbusiness.com.

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Members Speak Out

What changes do you expect to make in your business during 2007, and why?

Updating our marketing to reflect the online activities of small business owner's need for internet insurance information. Why? A recent survey shows that 57 percent of all businesses under \$10 million in annual sales use the internet to find new insurance brokers or to check their current insurance broker's carrier options when renewing. *Emmi Ensign, Account Manager at Golden Benchmark Financial* www.goldenbenchmark.com

I actually intend to personally hand out more business cards. This will have the effect of putting me face to face with people I meet every day. It will help me develop more inter-personal contact...immediately. I expect to do more marketing and less advertising. I am looking forward to building a business that is primarily referral based.

Phyllis Igbineweka, Cal Premiere Mortgage www.igbcapital.com



I expect to add a training component for redesign and staging, and I also plan to hire more help for administrative tasks and staging.

Anna Jacoby, IRIS, owner of Anna Jacoby Interiors and Premiere Home Staging www.annajacobyinteriors.com, www.PremiereHS.com

Cedar Lawn will be opening a brand new Cremation Chamber which includes a small carpeted witness area. The grand opening will be soon after the New Year. This has been a two year project and the staff is most anxious to serve the community with this state of the art unit. This Dignity location will now be truly full service, chapel services, burial, and cremation.

Karen Carter, Lima Family Mortuary in Cedar Lawn Memorial Park

I will try to do more in the area of recruiting new Pampered Chef consultants.

Linda Masters, Pampered Chef

Good Nite Inn Fremont, will be remodeling all rooms and have it ready for the August nights of 2007. After one year working for Good Nite Inn-Fremont, We plan on becoming more successful with the new rooms, new bathrooms and hopefully adding a new breakfast area. We are working on trying to add new amenities for 2007 and once we have finalized all the information, we would like to work with the Chamber to be able to get the word out to all Chamber members.

Francisco Acosta, General Manager at Good Nite Inn www.good-nite.com

At NB Network Solutions we have recently developed a new Partner Program which we are implementing this year. It provides a simple,

straightforward way to provide our clients with 24/7 monitoring and routine maintenance of their critical server systems along with training to develop their staff's technical abilities, monthly reporting, strategy meetings, a simple web-based issue and time tracking system -- all with our three hour onsite guarantee. This program is specifically designed to be affordable for small businesses.

Nathanael Bray, CEO / Partner at NB Network Solutions www.nbnetworksolutions.com



Pan Pacific Bank plans to continue its rapid growth in the wonderful community of Fremont by consistently adding to its wide array of financial products and services and by continuing to provide superior customer service. *Brian Conley, CEO at Pan Pacific Bank* www.panpacificbank.com

We are planning to practice what we preach. We have been providing our customers with a scanning function built into most of the Savin copiers we have sold for several years. While this is useful for scanning an occasional document or picture, most customers (including our own business) have not taken full advantage of the benefits of scanning

for storing and retrieving documents. We are planning to take the next step by scanning all documents in our business and storing them in a digital format. This solution will solve a couple of problems, because it will reduce the need for additional filing space and cabinets and will permit our employees to share information on the same project from different locations. There is a built-in security feature that also limits access to sensitive documents from the Finance Department and Human Resources.

Steven Burchik, Territory Sales Manager at Electro Imaging Systems www.eisonline.net

In January 2007 we moved into a bigger office/warehouse off of Stevenson. This will allow us to hold more cars and hire additional salespeople. 2007 will be a great year for Carsmith Motors.

Dave Marcus, Owner of Carsmith Motors www.carsmithmotors.com

I will support local non-profit organizations in our city. I strongly believe that every businesses should take the lead of supporting our local non-profit organizations or local charities. Many times people take it for granted that that such organizations exist, tirelessly serving the city yet people are unaware that support and donations must also come from individuals like us. Being a business

owner, I believe we have the advantage to spread the idea to our customers and friends and encourage everyone to make a part of contribution to such organizations.

Cathy Keebaugh, Owner of Bay Area Secretarial Services www.bayareasecretary.com

I am looking to add ancillary services to our customer when their vehicle is already here. We will also remodel our paint department and our office. We will continue with improvement of lean processes to increase sales and reduce waste. *Kathy Mello, CEO of T.G.I.F. Body Shop, Inc.* www.tgifauto.com

Online business directory statistics

[Nov '06-Feb '07]

Top 150 Member Displays
41,374

Click Throughs
3,316

Map Referrals
973

Email Referrals
75